



Designing Flyers, Tickets, and More

Flyers

Consider creating flyers that can either be sent home with students at all grade levels or distributed to area businesses. These can be designed using the same art as the poster and can even be miniature versions of the poster. However, because these will be mass produced, they should be printed as inexpensively as possible. You may want to have them printed four to a page and then cut for distribution. Consider printing the backside in Spanish or another language common to your area. You may want to include a discount coupon so that people have a greater reason not to discard the flyer.

Come up with creative ways to distribute the flyers (see the *Creative Publicity* worksheet earlier in this chapter for ideas). They should start circulating about one to two weeks prior to opening night.

Tickets

Depending on your auditorium's seating, you may have to have your tickets professionally printed so that seat numbers can be added, or you can have them printed at little cost should you choose to do general admission seating. The tickets should include the title and author, who is presenting the performance, the date and time the ticket will be valid (should you have different tickets for each performance), the price of the ticket (should different prices be charged for students, adults, etc.), and information on seating. Two samples are below:

Smallville High School Presents Hamlet By William Shakespeare Tuesday, April 30, 2002 7:30 PM	Admit One \$10 Section II
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Smallville High School Presents Hamlet By William Shakespeare April 25, 26, 27, 28, 7:30 PM	Admit One \$6 - Student General Admission
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Try adding your own personal flare by cutting the tickets in an unusual shape rather than the typically shaped tickets below. For example, use a die-cutting device to make butterfly-shaped tickets for *Butterflies are Free* or pine trees for *The Best Christmas Pageant Ever*.

T-Shirts

Use the design from your poster to have T-shirts made for the cast and crew. These are wonderful keepsakes, and they also make excellent advertising for your show. There are many theatre houses that will make the shirts, or you can take them to a screen printer in your area. Choose a couple of days to have your students wear them just before your show opens. You may be able to sell some extras at your performances, especially to the younger brothers and sisters of your cast and crew.

Video

Contact local video companies about creating a professional video of your performance (if this is allowed by your publisher). You may even want to include some rehearsals, the makeup applications, and the cast party. Your students will cherish the memories.